



WFLX

ORDER

Print Date 10/23/12 Page 1 of 2

Flight Dates 10/25/12-11/06/12

Contract / Revision 840183 /

Original Date / Revision
10/23/12 10/23/12

Advertiser Peterffy, Thomas

Agency Mentzer Media Services

Buying Contact

600 Farimont Avenue
Suite 306
Towson, MD 21286Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Product

Peterffy, Thomas

Agency Com 15%

Billing Contact

600 Farimont Avenue
Suite 306
Towson, MD 21286

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2176

Alt Order # 06393682

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 1

Advertiser Ref

Order Share %	Market Value	
Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	5	\$2,983.50	\$3,510.00	0.00	10/01/12	10/28/12	5	\$2,983.50	\$3,510.00
November 2012	13	\$5,210.50	\$6,130.00	0.00	10/29/12	11/06/12	13	\$5,210.50	\$6,130.00
Totals	18	\$8,194.00	\$9,640.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFLX	10/25/12	10/26/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	---TF--	1:00	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---TF--		1		\$350.00		0.00					
E 2	WFLX	10/25/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	---TF--	1:00	1	\$350.00	P 1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---TF--		1		\$350.00		0.00					
E 3	WFLX	10/25/12	10/26/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	---TF--	1:00	1	\$290.00	P 1	0.00	NM	1	\$290.00

HRP-Wi/

NAB Form PB-17 Issues

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WFLX-TV	10/23/12

I, David Grill
do hereby request station time concerning the following issue:

Thomas Peterffy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	10/25- 10/31 WFLX# 840183			

Total Charges:	\$ 9,640	GROSS
----------------	----------	-------

This broadcast time will be used by: Thomas Peterffy

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Thomas Peterffy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/9/12 Thomas Peterffy 410-825-7034
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

gogio Whitaker GM
Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	DC

REQUEST RECEIVED FROM

DATE: 10/23/12

BUYER:	Elise Cloyd
AGENCY:	Mentzer Media
ADDRESS:	600 Fairmount Avenue Suite 306 Towson, MD 21286
PHONE #:	410 825 7035
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Thomas Peterffy
CHAIRPERSON:	
TREASURER:	Pam Berry-Asst
ADDRESS:	25 Conyers Farm Drive Greenwich, CT
PHONE #:	203 618 5824
FAX #:	203 618 5837
OTHER:	

FOR

CANDIDATE:	Thomas Peterffy
OFFICE:	Issue
PARTY:	Republican

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	